



WHAT ARE THE REAL FACTS ABOUT GILLETTE BLADES

MOST MEN are disposed to be fair and reasonable about a situation these days if they are in possession of all the facts.

You may have found of late in your neighborhood a temporary scarcity of Gillette Blades.

The big true story back of this condition can now be told for the first time.

We want you to know the facts. What we have done—what we are doing—why we say the condition is a temporary one. And we want you to see with us the bright outlook immediately ahead.

Refused to Recognize the Impossible —and Did It

TAKE NOTE of the task put up to the Gillette the last ten months, and how it has accomplished the well-nigh impossible. Consider the spirit of service, of devotion to duty, the enthusiasm and co-operation of the great army of Gillette employees—day-force and night-force, day in and day out.

Consider the importance of the Gillette as a part of the Mandatory Military Equipment of the United States Army and Navy—its place in the daily lives of the men; its relation to the health, well-being and soldierly appearance of our Troops on the Seas and Overseas.

Any Gillette user in touch with the situation, who read the cables, who felt the pressure, would gladly put aside his personal inconvenience and extend the hand of fellowship and congratulation for a duty recognized and a big job done.

Where We Stood When the War Department Called "Time"

WHEN AMERICA entered the War the Gillette factory in Boston had a capacity of four thousand razors a day; barely sufficient for the domestic trade. Our European factories were closed. Our Canadian plant was working overtime to handle the world-wide export demand.

Foundations were laid for a great new Gillette factory alongside the Boston plant for the manufacturing of blades exclusively. Then came the call to arms.

The Government realized that in modern warfare, as never before, conditions made the clean shave of vital importance. It searched the world for the most proficient shaving device. The Gillette had been tried out in the trenches. It was already the Razor of the Great War. The French had proved it.

The War Department told us what we were expected to do. It was up to us.

In the meantime, the necessary building restrictions of the War Industries Board stopped work on our new factory.

What It Cost to Make Good

IT MEANT just this—that we had to reach seven times our existing capacity in a limited number of weeks. Doubling a business is difficult enough. An increase of sevenfold without additional factory space looks like a knockout. But we got on our feet before the gong sounded, and went to it.

We furnished the Government three million, five hundred thousand razors, and six and a half million dozens [78,000,000] of blades. That's about thirty-five miles of shaving edge every twenty-four hours. And we're not done yet.

The end of hostilities stops the demand for gas-masks and shrapnel. But the boys are over there and they must continue to shave. The cables still come to rush Gillette razors and blades.

In the meantime, supplies to foreign civilians throughout the world—where the demand has almost doubled—had been cut to 5 per cent of former deliveries. During the past year home demand increased 80 per cent, and much of this increase has been met. Shipments were even brought back from China and the Far East to meet the needs of the home trade.

It has been a great experience and you will find every man and every woman in the great factory

proud of the work and of each other—and especially proud of the many members of the Organization who have been in the thick of the fighting Overseas.

What About the Immediate Future?

NEW FACILITIES are almost ready. So pressing was the demand of the Government for deliveries that the War Industries Board finally let us go ahead with our building plans.

The new factory is nearing completion: eight stories high, with thousands of additional feet of space. This entire building will be devoted to blade production—giving us a total capacity of one hundred and ten thousand dozen blades a day, or three hundred and fifty-six million blades a year.

Gillette Razors for Christmas

THERE ARE dealers in almost every community fortunate enough to have in stock an assortment of Gillette Sets and Combinations suitable for Christmas gifts. The events of the past year have settled once for all the supremacy and proficiency of the Gillette as the razor for every man's use. There is no more acceptable, practical or lasting Christmas remembrance.

The variety of patterns now in dealers' hands offers a selection that will meet any man's requirements—even if he is already a Gillette user, replacing an old model with a new one: the Regular Standard Set with a Pocket Edition, or a Traveller's Combination. The Gillette will be in greater demand this Christmas than ever. All available stock in dealers' hands will be sold out early in the Christmas shopping season.

A Packet of 12 double-edged Blades accompanies each Razor Set, and there will be no difficulty later about an ample supply of blades in every store of the 143,000 Gillette dealers throughout the world.

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